

METHOD AND APPARATUS FOR RECOMMENDING
TELEVISION PROGRAMMING THROUGH A
CELEBRITY OR USING A CELEBRITY PROFILE

5

ABSTRACT OF THE DISCLOSURE

A method for making a recommendation in a lifestyle recommendation machine. The method includes the steps of: generating a user profile based on explicit and/or implicit directions of a user; making a
10 recommendation for an item, service, and/or event based on the user profile; and reporting the recommendation to the user through an agent, where the agent is preferably a celebrity. In another embodiment the method includes the steps of: substituting a user profile based on
15 explicit and/or implicit directions of a user with a celebrity profile of a celebrity; making a recommendation for an item, service, and/or event based on the celebrity profile; and reporting the recommendation to the user.

20